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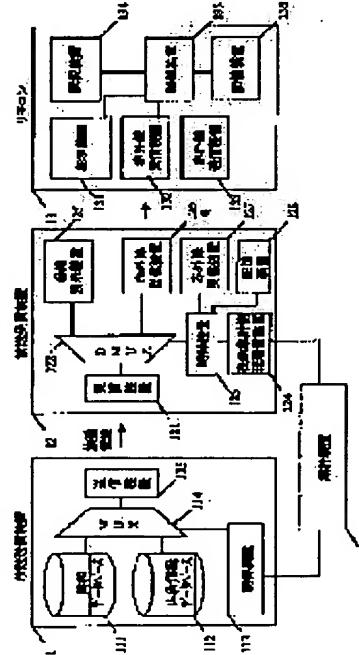
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(54) BROADCASTING SYSTEM, BROADCAST TRANSMITTER, BROADCAST RECEIVER AND REMOTE CONTROLLER

(57)Abstract:

PROBLEM TO BE SOLVED: To sum up the number of displaying times of advertisement information when multiplexing the advertisement information that is independent of a program and displayed by a remote controller and displaying the advertisement information by the remote controller attached to a broadcast receiver in broadcast.

SOLUTION: A broadcast receiver 12 receiving broadcast in which advertisement information is multiplexed, separates the advertisement information and transmits the advertisement information to a remote controller 13. The controller 13 displays the received advertisement information fixed times or for a fixed period. The receiver 12 stores the identification information of the transmitted advertisement information as display accumulation information and transmits the display accumulation information to an accumulating device 14. The receiver 12 can broadcast more effective advertisement information by feedbacking the display sum up information in the device 14.



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